



NHTSA
Heatstroke
Strategic Media Work Plan
2019

Executive Summary

National Plan

The Heatstroke paid media plan will be radio centric to take advantage of so much listening occurring in-vehicle where the message can carry the most impact. This audio effort may be supplemented by a podcast effort, but priority will be given to the terrestrial radio effort.

15-State Effort

Fifteen states have been identified as suffering a larger number of child heatstroke fatalities, many warmer Southern tier states. Digital and social efforts will run on a geo-targeted basis to these 15 states to heavy up the national radio plan falling into these states.

The digital effort will also consider using Amazon search and purchase data, targeting those who have recently searched for and/or purchased items for young children. These items can include diapers, baby formula, car seat/booster seats, clothing, etc.

State Level Plans

The media plan will be flighted to cover as much of the warmer summer months as possible. Due to the length of the advertising period, the general market and Spanish language terrestrial radio weight levels will be in the 20 to 25 GRPs per week level. This leaves room for local market efforts to boost this weight to a higher level.

The national plan will consider using podcasts, but if used, the podcast plan will be light. State plans can look for opportunities to increase the use of this vehicle.

The digital and social efforts will be a bit more robust due to geo-targeting to just the 15-state area, but again, there is room for local efforts to boost this delivery in the 15 states. The remaining states will not be receiving digital and social weight and any effort focused here can supplement the radio effort.





Advertising Period

The advertising period runs from May 2019 to August 2019.

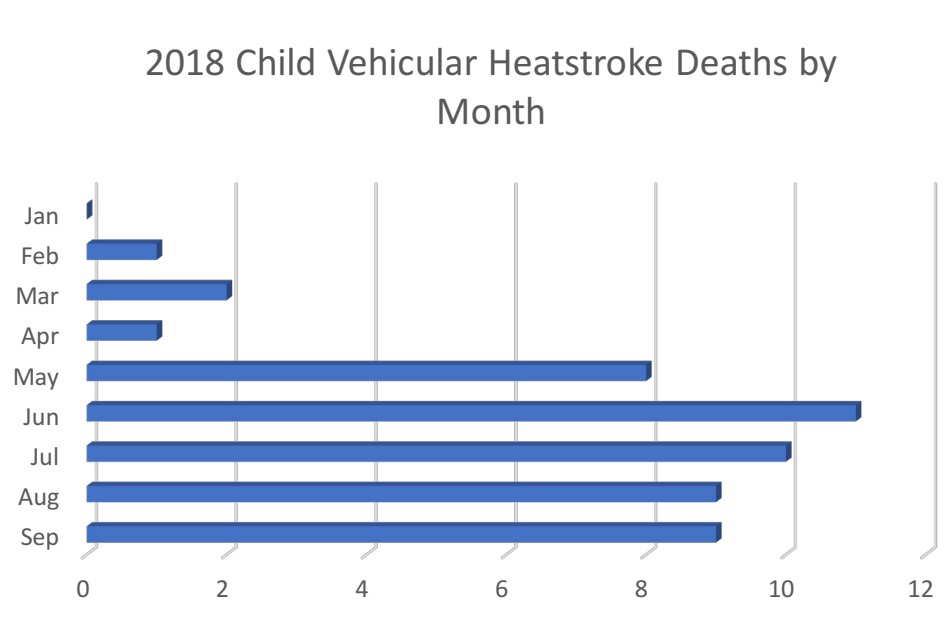
Campaign Period

The campaign will run during the hot Summer months allowing for the following time sensitive information –

- The “Click It or Ticket” campaign will end on June 2nd and the Heatstroke campaign typically does not overlap with the CIOT plan
- National Heatstroke Prevention Day is Wednesday, July 31st

In order to cover more of the campaign period, the plan will be flighted on a 3-week on/1-week off schedule. This will allow for more coverage of the campaign period while keeping the hiatus weeks at a minimum.

Child vehicular heatstroke deaths are concentrated in the Summer months as detailed from information from the NoHeatstroke.org 2018 information.



Source: NoHeatstroke.org 2018

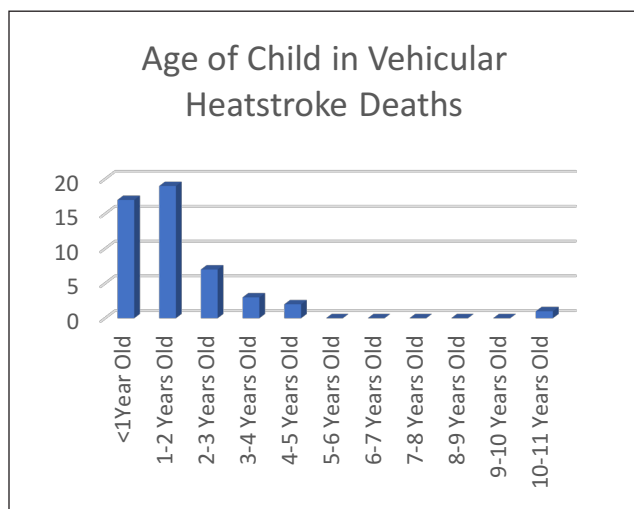


Working Media Budget

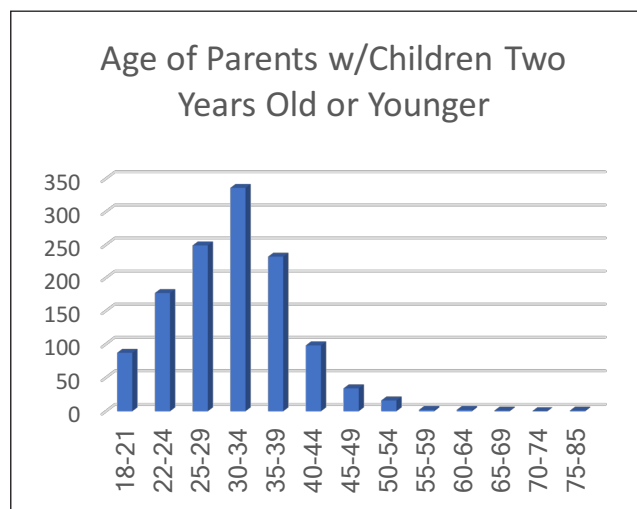
The total working media budget for this campaign is \$1,327,212.59.

Target Audience Profile

The primary audience is parents of young children, especially those with children under 3 years of age.



Source: NoHeatstroke.org 2018



Source: GfK MRI Doublebase 2019

Demographic

The demographic for the Heatstroke campaign will be adult parents 22-39 years old. For media buying purposes, for traditional media the demographic will be adults 18-44.



Geography

The paid media plan for the Heatstroke effort will be national in scope, however several states have suffered high fatalities among children than others. The majority of these states are in the southern portion of the country where summertime temperatures can climb to a very high level.

Following are the states that received a paid media emphasis in the 2018 plan –

Alabama	Arizona	Florida
Georgia	Kentucky	Louisiana
Missouri	North Carolina	Oklahoma
Tennessee	Texas	Virginia

The following indicates the fatalities of children by state in 2017 & 2018 –

State	# of Fatalities		State	# of Fatalities		State	# of Fatalities		State	# of Fatalities	
	2018	2017		2018	2017		2018	2017		2018	2017
AL	2	4	AZ	2	0	AR	0	1	CA	3	0
CT	2	0	FL	5	6	GA	1	4	ID	0	2
IN	3	0	KY	3	1	LA	1	3	MS	1	0
MT	1	0	MO	3	1	NV	0	1	NY	1	0
NC	1	1	OH	2	1	OK	1	1	OR	1	0
SC	6	1	TN	2	2	TX	5	7	UT	0	1
VA	4	0	WV	0	1						

The states highlighted remain the same from the 2018 plan, but three states are recommended to be added to the 2019 plan based on the number of fatalities and/or being a Southern hot state. These are California, Mississippi and South Carolina.

The states highlighted will receive an emphasized paid media effort via digital, audio streaming and social mediums.



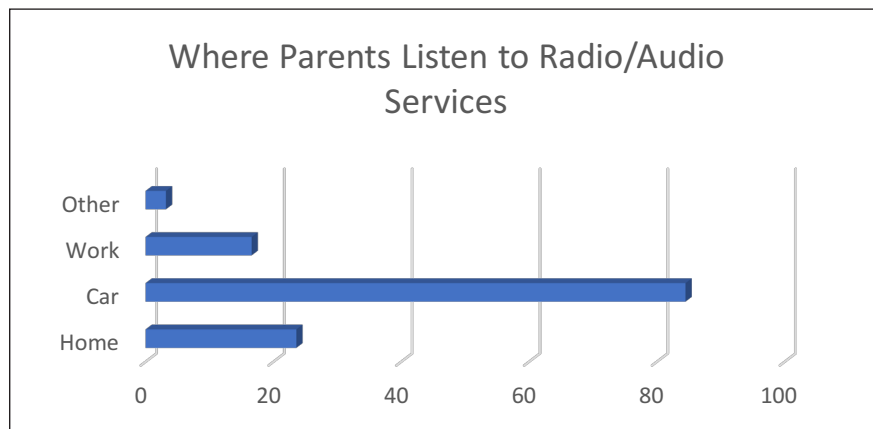
Media Selection & Rationale

Mediums to be considered will be audio, via terrestrial radio, podcasts and audio streaming. Digital will be looked at via an audience targeting strategy, as well as social media due to its high reach potential. All mediums ultimately used will be executed in Spanish language, if available.

Audio

National Plan

Radio will be considered for its efficiency, but mostly for its consumption in vehicle.



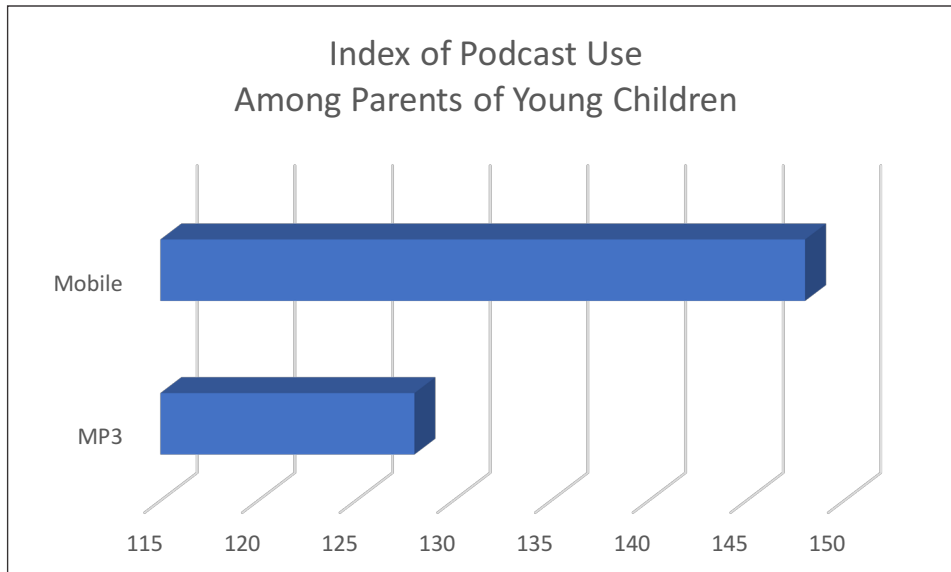
Source: GfK MRI Doublebase 2018

The radio plan will cover the entire country due to its efficiency on a national basis. Using radio locally in the geo-targeted states would be far less efficient and require too much of the total budget.

The reach potential of radio is high and members of the target audience tend to be pretty heavy users of terrestrial radio.



In addition to terrestrial radio, we will consider the use of podcasts. Podcasts are increasing in popularity and the use of them by this campaign's target audience indexes quite high based on a mobile device or MP3.



Source: GfK MRI Doublebase 2018

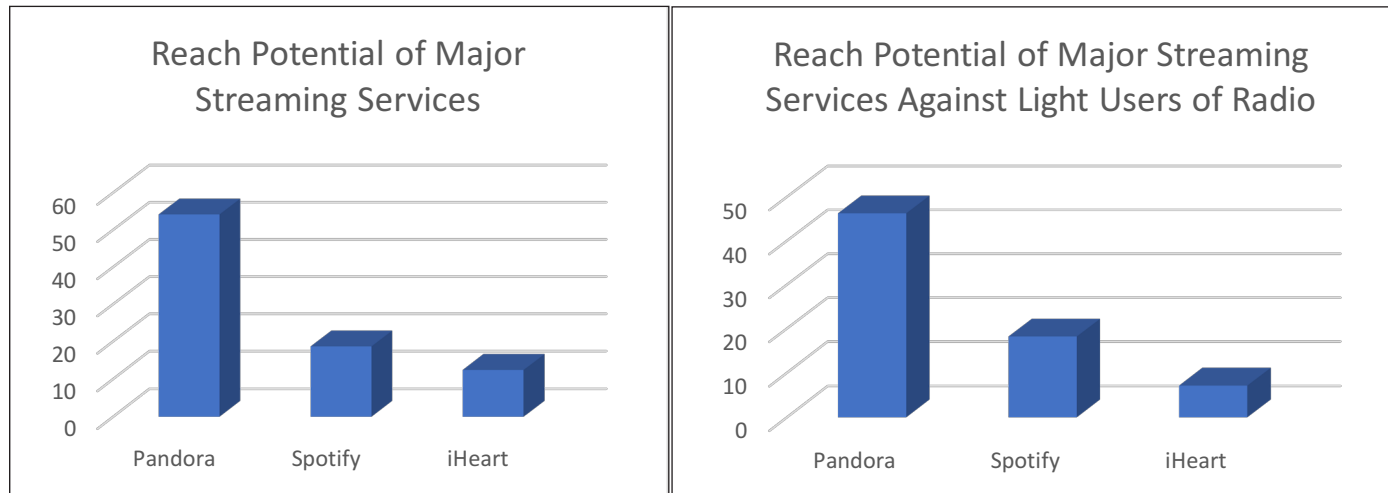


Streaming

Geo-Targeted

In addition to the national terrestrial radio and podcasts, the audio strategy will include streaming geo-targeted to the 15 high-fatality/warmer states. Streaming will increase the reach against the parents of young children, as well as, increase frequency with those who use both types of audio delivery.

The reach potential of the major streaming services is substantial, as well as the reach against lighter users of terrestrial radio.



Source: GfK MRI Doublebase 2018

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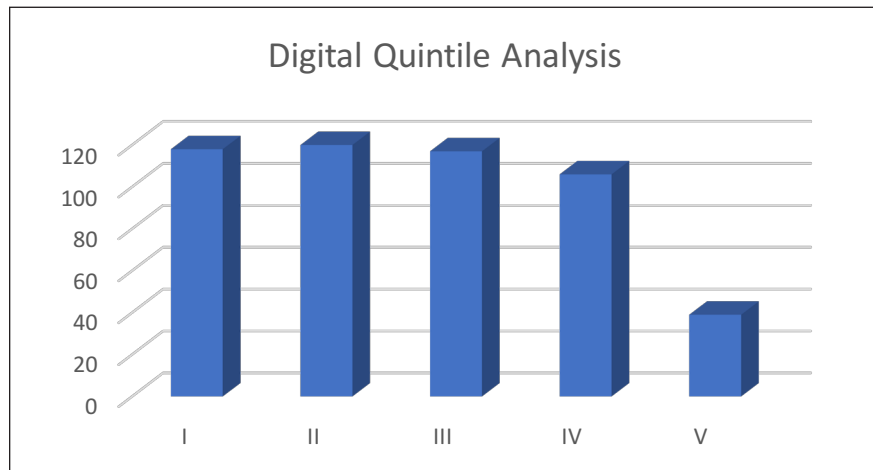


Digital

Geo-Targeted

The digital strategy will be to hyper-target parents of young children and to build off of the reach and frequency base created by the audio portion of the campaign. By focusing the digital effort to the 15 high-fatality/warmer states, a heavier digital presence will be possible vs a full national campaign.

Digital is a medium used at heavy levels by parents of young children as the chart below details. You will see that parents of young children tend not to be light users of digital.



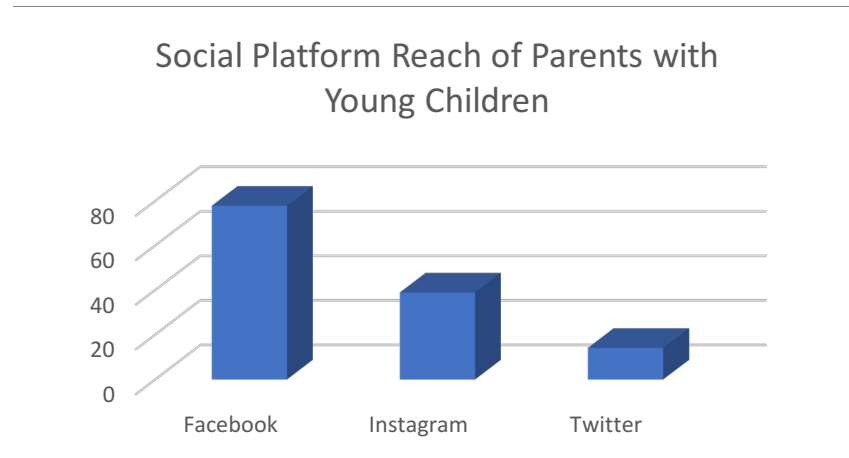
Source: GfK MRI Doublebase 2018

The digital campaign will be targeted to the 15 high-fatality/warmer states. Targeting on the digital plan can be very precise. Not only will parents of young children be targeted, but through Amazon search and purchase data, NHTSA will target those who have recently searched for and/or purchased items for young children. These items can include diapers, baby formula, car seat/booster seats, clothing, etc. This will allow NHTSA to drill down to parents, and other care-givers, who are involved with young children based on recent purchases.



Social

Due to the reach potential enjoyed by social platforms, Social channels will be considered for this campaign. Reach potential is especially high for Facebook, as detailed in the chart below.



Source: GfK MRI Doublebase 2018

Social media networks have become vital channels for Americans' daily interactions. Users rely on these platforms to keep in touch with family and friends, gather information and share what is important to them. Mothers are heavily engaged on social media, both giving and receiving a high level of support via their networks.

Social media networks are host to a wide range of human experiences; they help connect people with one another in both good times and bad. Parents, in a Pew Research Study, are especially likely to try to respond to the good news others post, answer others' questions or receive support via online networks. This is true for all kinds of personal matters they encounter – not just parenting posts. While somewhat less common, most parents agree that they try to respond to bad news as well.



Budget Allocation

The \$1,327,212.59 working media budget will be allocated approximately by medium as follows –

Radio – English: - 50%

Radio – Spanish: - 15%

Digital/Streaming/Social: - 35% (15% of this effort will be in Spanish)

